## **Content Strategy for Thickshake Factory Social Media**

**Target Audience:**

* **The Adventurous Foodie (Sarah):** Craves unique and delicious experiences, active on Instagram and Facebook.
* **The Social Connector (Rohan):** Enjoys trendy outings with family and friends, follows social media for recommendations.

**Social Media Channels:**

* **Primary:** Instagram
* **Secondary:** Facebook

**Content Posting Schedule:**

* Instagram:
  + 3-4 posts per week (mix of photos and videos)
  + Stories daily (highlight behind-the-scenes glimpses, new flavors, customer shoutouts)
* Facebook:
  + 2-3 posts per week (focus on longer content, promotions, and event announcements)

**Content Ideas:**

* **Product-Centric:**
  + **Eye-catching photos and videos:** Showcase the thick shakes in creative ways, emphasize flavor variety and toppings.
  + **New flavor announcements:** Generate excitement with teasers and behind-the-scenes glimpses of new creations.
  + **Customer creations:** Feature user-generated content with the hashtag #ThickshakeFactoryMade.
  + **Behind-the-scenes look:** Show the preparation process, highlight fresh ingredients and quality control.
* **Engagement-Driven:**
  + **Contests and giveaways:** Encourage participation with contests like "Dream Thickshake Creation" or "Best Thickshake Selfie."
  + **Polls and questions:** Spark conversations by asking about flavor preferences, new product ideas, or perfect pairing suggestions.
  + **Live videos:** Host live sessions with mixologists or staff creating unique thickshake flavors.
  + **Collaborations:** Partner with local food bloggers or social media influencers for reviews and promotions.
* **Lifestyle-Focused:**
  + **National Ice Cream Day/Month celebrations:** Create themed content with special offers and limited-edition flavors.
  + **Weekend recommendations:** Suggest Thickshake Factory as the perfect pitstop for a fun outing with friends or family.
  + **Local events:** Partner with nearby businesses or participate in food festivals to increase brand visibility.
  + **User testimonials:** Share positive customer reviews and feedback to build trust and credibility.

**Sample Instagram Post Series (3 Posts):**

**Post 1: (Tuesday)**

**Image:** A close-up photo of a decadent thickshake overflowing with whipped cream, sprinkles, and a mini chocolate bar.

**Caption:** "Calling all chocoholics! Our 'Death by Chocolate' Thickshake is back for a limited time only! Double chocolate ice cream, rich chocolate fudge sauce, and a mountain of chocolatey goodness. Get yours before it's gone! #ThickshakeFactory #ChocolateLovers"

**Post 2: (Thursday)**

**Image:** A short video (15 seconds) showcasing the blending process of a vibrant fruit thickshake.

**Caption:** "Feeling fruity? We're blending up sunshine with our 'Tropical Twist' Thickshake! Fresh fruit, creamy yogurt, and a hint of honey. The perfect pick-me-up for a hot summer day! #ThickshakeFactory #Refreshment"

**Post 3: (Saturday)**

**Image:** A collage of customer photos featuring people enjoying Thickshake Factory with friends and family.

**Caption:** "Thickshake Factory = Happy Moments! We love seeing your smiles and delicious creations. Share your pics with us using #ThickshakeFactoryMade and you might get featured! #WeekendVibes #FriendsFunFood"